



Electrolux



As you personally become familiar with the varied uses of your Electrolux, you will. day by day, become a stronger friend of our organization.

In the following pages we photographically show, for your convenience and guidance, each individual operation. In constructing this manual we held foremost, ease of reference and clear simplicity of interpretation.



250 PARK AVENUE

NEW YORK CITY, N. Y.

THECOMPANY

NVARIABLY, a company is judged and classified by its size. This, possibly because it is understood that an organization cannot grow and prosper without the full practice of business ethics in their transactions with the public at large.

The Company started its business activities a number of years ago, in Stockholm, Sweden. Its material possessions were few—a sum of money and a marketable product. However, they possessed a firm appreciation that the good will of the public could only be gotten with extreme practice of fairness in all its dealings. Such was the birth of Electrolux.

Consistently, Electrolux has progressed through the years to a position of recognition in the world's markets. The one small factory has grown to several large factories operating at strategical points throughout the world. The one office has grown to several hundred, located in practically every civilized corner of the universe. The original group of employees has grown to thousands upon thousands. Each and everyone, sharing in the growth and prosperity of Electrolux, are ready to serve you in any of your Electrolux needs.

Electrolux is recognized as the world's largest manufacturer in its own particular field, with resources running into many millions.

ELECTROLUX

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The Radiator Tool

Used for cleaning in between radiators and other narrow spaces.



The Rug Nozzle

Used mainly for cleaning rugs, carpets, draperies, etc.



Upholstery Tool

Used for cleaning upholstered furniture and automobiles, blankets, mat-

The Hose and Wands



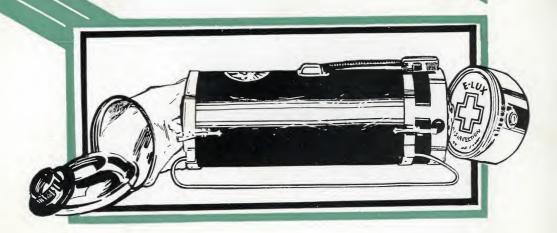
Floor and Wall Brush

Used for cleaning wooden, stone and linoleum floors, also rough plaster, walls and ceilings.



Dusting Brush

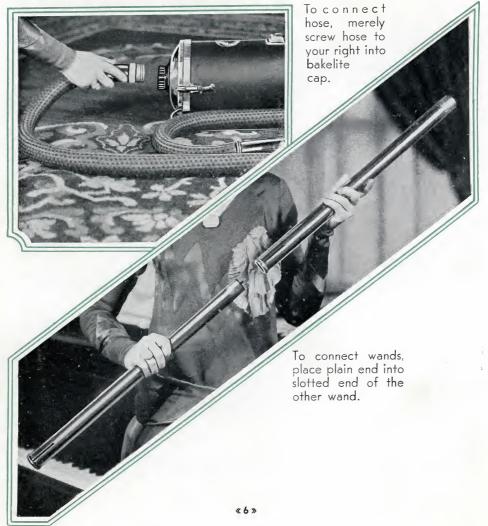
Used for all dusting purposes, such as furniture, pictures, moldings, etc.

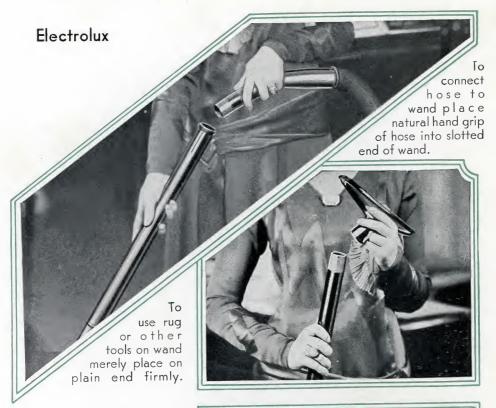


Assembling

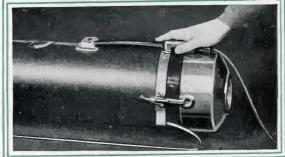


Inserting plug into machine.





To turn on the current merely push the switch.



To clean brushes or other tools, run the tool over the wand or hose end a few times while the machine is running.





Cleaning Rugs

he above picture shows Electrolux being used for the purpose of cleaning rugs. Please notice the ease and relaxed position of the operator. Just glide the tool over your rug naturally—no downward pressure is necessary. The quietness of Electrolux makes it possible to clean

your rugs at any time.



Cleaning Carpeted Stairs

se only one section of the wand and the regular rug tool. Glide easily and naturally over the carpeted steps. Please observe how simple it is to thoroughly clean your carpeted stairs with Electrolux. Electrolux is efficient, and flexible.



Cleaning Draperies, Curtains, Etc.

While you are cleaning your rug and you come to a draped window, merely run your rug tool over the drapery as pictured. You don't need to use a step ladder or a chair with Electrolux.



Cleaning Under Furniture

Reverse the position of your natural hand grip and you will be able to run your rug tool under low furniture. The moving of heavy furniture is not necessary when using Electrolux.



High Dusting

Attach to the end of the wand your small round brush—run your brush over the moldings, pictures, etc. Electrolux is thoroughly efficient and easily operated.



Low Dusting

se the same brush on the end of the wand and operate it as desired, on lower surfaces such as baseboards, etc. Electrolux is flexible and able to meet all of your cleaning problems.







Cleaning Corners of Rooms

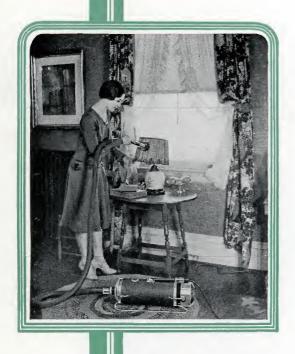
Remove the tool that you were using from the end of the wand and place the wand in the corner to be cleaned. Electrolux is a complete home cleaning system.





Cleaning Wooden, Stone and Linoleum Floors

Attach your large brush to the wand and use in the same manner as when you are cleaning rugs. The brush will not only clean your floors thoroughly but will automatically put a lustre on your polished surfaces.



Dusting Lamp Shades, Etc.

se the small round brush attached to the natural hand grip end of the hose and operate as desired, on silk or parchment lamp shades. You will be pleased to note how easily you can now clean such heretofore difficult surfaces.



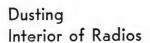
Dusting Furniture, Etc.

se the same brush as already suggested above. You will be able to remove the dust from carved and odd-shaped furniture as well as flat. You can reach and meet all demands with this brush in furniture dusting.



Dusting Piano Keys, Etc.

se the same brush as you were using when dusting your furniture. The soft bristles of the brush do not scratch the ivory surface of the piano keys, yet thoroughly cleans them. Electrolux is adaptable to any cleaning requirements and of course you understand that no dust can escape from Electrolux at any time.



his same brush is used to dust the interior of your radio. Very often static noises are caused by dust particles settling on the radio connections. We suggest that at least once a week you dust the inside of your radio to insure proper reception. However, be sure that the current is turned off. Electrolux is one hundred per cent dust proof.









Royal Appointment, Pope Pius XI

GOVERNMENTS, ETC.
United States Government
Sr. Don Luis AizporoMallorca, Spain
H. M. King Gustaf of Sweden Stockholm, Sweden H. M. George V. King of England,
Buckingham PlaceLondon, England
H. R. H. Prince of Wales, St. James PalaceLondon, England
H. R. H. Princess Royal
Her Highness, Princess Sudhira Mander, Calcutta, India
His Holiness, Pope Pius XI, Vatican Vatican City House of Records
Parliament HouseBrisbane, Australia
The Countess of NorthbrookLondon, England Their Highnesses—Princesses Helen, Victoria
and Marie Louise of Pall MallLondon, England
Westminster AbbeyLondon, England
Department of Health, Commonwealth of Australia, Melbourne, Australia

MEDICAL ASSOCIATIONS AND

SCHOOLS, COLLEGES



Otterbein College	.Westerville, Ohio
Penn Academy Fine Arts	Philadelphia
Princeton University	Princeton, N. J.
Salisbury Normal	Salisbury, Md.
School of Commerce	Boston, Mass.
University of Pa	Philadelphia
Ursuline Convent	lew Kochelle, N. Y,

INDIVIDUAL PUBLIC SCHOOLS IN THE FOLLOWING CITIES

Camden, N. J. Newark, N. J.		Morristown, N. J. Paterson, N. J.	J.
New Brunswick,	N. J.	Philadelphia, Pa.	
	Trenton, N.		

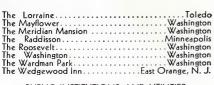
T	HEATRES
Ambassador	
Ambassador	Washington, D. C.
Bellevue	
B. F. Keith-Albee	New York City
B. F. Keith Theatre	
Booth	New York City
Brighton	Pittsburgh, Pa.
Embassy	Baltimore, Md.
Famous Players Lasky	New York City
	Niagara Falls, N. Y.
	Baltimore, Md.
	New York City
	New York City
Grand	Baltimore, Md.
Li	Detroit, Mich.
	Pittsburgh, Pa.
Impodrome	Baltimore, Md. Baltimore, Md.
	Buffalo, N. Y.
	New York City
	New York City
	New York City
	Baltimore, Md.
New England Theatre.	Boston, Mass.
	New York City
People's	Baltimore, Md.
Rivoli	New York City
	Buffalo, N. Y.
Stadium Theatre	Brooklyn, N. Y.
Western N. Y. Theatrica	al Enterprise Co., Buffalo, N. Y.

HOTELS AND RESTAURANTS
Ambassador New York City
Edgewater Beach HotelChicago
Hampton ArmsBrooklyn, N. Y.
Hotel Continental
Hotel Linwood
Hotel Sherman
Huron Hotel
Laurel in the Pines Lakewood, N. J.
Longwood Towers Boston, Mass.
Oak Park Arms
Pennsylvania New York City
Plaza New York City
Roosevelt New York City
St. Claire Manor Detroit, Mich.
St. Claire Manor
St. George Hotel
The Addison Detroit, Mich.
The Bellevue
The Carlton Washington
The Emerson Baltimore, Md.
The Lafayette



Royal Appointment, King George V of England





DURLIC INSTITUTIONS AND LITHLITIES

PUBLIC INSTITUTIONS AND UTILITIES
Atlantic City Electric CoAtlantic City, N. J. Bell Tel. Co. of PennPhiladelphia
Cunard Steamship LtdSouthampton, England
Detroit City Gas Co Detroit, Mich.
Eastern S. S. LinesBoston, Mass.
Illinois Bell Telephone CoChicago
International Tel. & Tel. Corp New York City, N. Y.
Keystone Tel. Co
Lehigh Valley Rapid TransitPhiladelphia New England Tel. & Tel. CoBoston, Mass.
New York Telephone Co New York City, N. Y.
Ohio Bell Telephone Co
Orient Steam Navigation CoLondon, England
Queensland Railways, LtdBrisbane, Australia
Pacific Tel. & Tel. CoSan Francisco, Calif.
Philadelphia Gas CoPhiladelphia
Philadelphia Electric CoPhiladelphia
Philadelphia Rapid TransitPhiladelphia
Southern Railway
Union Steamship Co
Victorian Railways, LtdWellington, N. Z.
Wellington Tramways, Ltd Wellington, N. Z.

CHURCHES

PROMINENT INDIVIDUALS AND COMPANIES

Admiral R. E. Byrd
A. G. Spalding & BrosPhiladelphia
Apex Hosiery CoPhiladelphia
Armour & CoChicago
Baldwin Locomotive WorksWilmington, Del.
Burroughs Adding Machine CoPhiladelphia
Curtis Publishing CoPhiladelphia
Dr. A. A. Lendon, President, Medical Board
of South Australia



Royal Appointment, King Gustaf V of Sweden



Royal Appointment, King Alfonso XIII of Spain

Dr. Ramsay Smith, Chairman, Central Board of Health. South Australia Eastman Kodak Co
Central Board of HealthSouth Australia
General Flectric Company Kingsway London, Eng.
Hamilton Brown Shoe CoSt. Louis, Mo.
Harvey S. Firestone Akron, Ohio
Hercules Cement CorpPhiladelphia
H. H. Barton & Co
Johnson & Johnson
John WanamakerPhiladelphia
J. A. Roebling & SonsTrenton, N. J.
J. S. Brill & CoPhiladelphia
Kimble Glass Co
Lady Clay
Lady Courthope, Wadhurst Sussex
Lady Dunlop
Lady Elverston, Maitland Lodge London, S. W. 14
Lady Gibson, Edinburgh
Lady Metcalfe
Lady Porter
Laird Shober CoPhiladelphia
Lady St. Lawrence
Lord Hamilton
Lord Northbrook Mickledover
Melbourne Electric CompanyMelbourne, Australia
Mohawk Lines Minneapolis
Munsingwear Corp
Mutual Life Ins Co
Lady Metcalfe
Otis Elevator Co
Pease & Elliman New York City, N. Y.
Penn Insurance Cohiladelphia
Philadelphia Dublic Ledger [hiladelphia
Phoenix Hosiery Co Milwaukee, Wis.
Remington-Rand, Inc Tonawarda, N. Y.
Revillon Freres
Rockwood & CoNew York City, N. Y.
Pt Hon Lord Hulton Ammerdown Place Padetock
Rt. Hon. Sr. Hugh Rigby, M. P London, England
Rt. Hon. Viscount Curzon, M. PLondon, England
Safetee Glass Corp Philadelphia
Security Bank Note CoPhiladelphia
Sir Charles Hope Duphar Kirkgudhright Scotland
Sir Ed. Ellington, Chestnut HouseUxbridge
Sir Hugh Perry, Faulkland Lodge, Ferndown Dorset
Sir James Barrie London, England
S. L. Allen & CoPhiladelphia
The American Tobacco Co New York City, N. Y.
The Fuller Brush Co
SI James Barrie. London, England S. L. Allen & Co. Phila delphia S. O. S. Radio Corp. Paterson, N. J. The American Tobacco Co. New York City, N. Y. The Fuller Brush Co. Hartford, Conn. Strawbridge & Clothier. Philad elphia Thomas A. Edison, Inc. Orange, N. J. Thomas G. Plant Co. Boston, Mass.
Thomas A. Edison, Inc Orange, N. J.
Thomas G. Plant Co
U. S. Rubber Co
Thomas G. Plant Co. Boston, Mass. U. S. Playing Card Co. Cincinnati, Ohio U. S. Rubber Co. New Haven, Conn. U. S. Whip Co. Westfield, Mass. Western Electric Co. Chicago
Western Electric Co

AIRCRAFT AND AUTOMOTIVE COMPANIES

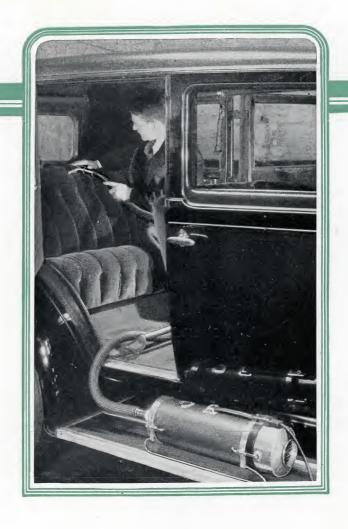
MICENTI THE MOTORIOUS COMMITTEE
Aircraft and Airways of America, Inc Pittsburgh, Pa.
Checker Cab CoChicago
Cunningham Cab CoPhiladelphia
Curtiss Aeroplane Corp
De Haviland Aircraft Co., Ltd., So. Melbourne, Australia
Ford Motor Car Co Detroit, Mich.
Ford Motor Sales Corp New York City
Hudson Motor Car CoAnn Arbor, Mich.
Keystone Aircraft CorpBristol, Pa.
Mahoney Ryan Aircraft CoSt. Louis, Mo.
Packard Motor CoNew York City
Pontiac Cadillac CoDetroit, Mich.
Studebaker CorpDetroit, Mich.
U. S. Motor Sales CorpNewark, N. J.
Westchester Coach Co Ossining, N. Y.
Willys Overland CoToledo, Ohio
Yellow Cab Co New York City



Cleaning Upholstered Furniture

ttach your small nozzle to the natural hand grip end of the hose and operate as pictured above. This nozzle is a special made tool to assist the suction to penetrate deeply into upholstered furniture, thereby assuring you that

into upholstered furniture, thereby assuring you that you are thoroughly cleaning the upholstery. Electrolux retains all the dust and dirt. Electrolux is quiet even when being operated.



Cleaning Automobile Upholstery

se the same nozzle attached to the natural hand grip end of the hose—place Electrolux on the running board of your car as pictured above. The hose is of ample length permitting you to thoroughly clean the interior of your car with ease. You will find Electrolux an exceptional unit for automobile cleaning.



Cleaning Furs

se the small nozzle attached to the natural hand grip end of the hose and operate in a convenient manner. You will find that Electrolux will thoroughly clean your furs and it will also revive and improve their appearance. Electrolux is a great machine.



Cleaning Clothing

nozzle attached to natural hand grip end of the hose as you may desire. You can thoroughly clean all kinds of clothing and felts easily and quickly. Electrolux will meet all of your cleaning demands, quietly and with the utmost efficiency.



Cleaning Blankets and Pillows

se small nozzle attached to natural hand grip end of hose as desired or as pictured. Blankets and pillows should be cleaned often to insure sleeping with safety. Electrolux will not only thoroughly clean blankets and pillows, but it will also retain all of the material matter it withdraws from your blankets and pillows, thereby preventing recontamination of the air and fine dust from settling anywhere in the bedroom.



se the small nozzle attached to the natural hand grip end of hose as pictured. The average person spends a third of his life sleeping on mattresses, and to prevent a harmful condition while sleeping, you should Electrolux your mattresses often. The high suction and the convenient nozzle attachment of Electrolux will insure thorough cleaning. Electrolux has received more than one hundred highest awards for its hygienic and technical perfection.





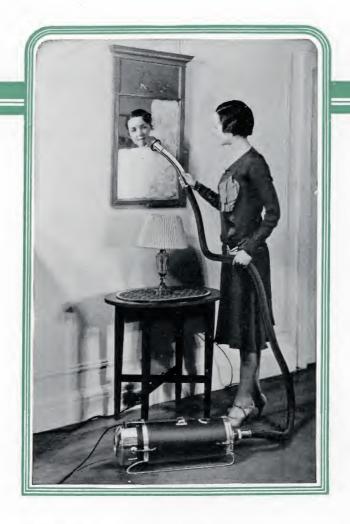




Cleaning Dogs, Pets, Etc.

Use small nozzle attached to natural hand grip end of hose and operate as pictured. The soft quiet purr of your Electrolux will not disturb or scare the pet. The suction passing

through the fur of the animal is soothing and relaxing. All the material matter removed from the animal will be retained in the Electrolux dust trap, because of its unusual construction.



Removing Bon Ami, Etc., from Mirrors and Windows

Attach the small round brush to the natural hand grip end of the hose and operate as pictured above. Allow the Bon Ami to dry, and merely run the brush over the surface

where you desire to remove the Bon Ami. You will find this a very quick and thorough method of removing Bon Ami. Electrolux is a very important part of your household equipment.



Electrolux

Attaching Insector

o attach the insector, hold machine and insector as pictured herewith and screw the insector to your right in the exhaust end of the machine.

Place the demothing crystals inside the insector, therefor the air passing through the insector creates a chemical gas. The insector is special equipment, for which there is a slight extra charge.



To Demoth

o demoth garments in a closet, place the machine with the insector attached to the exhaust end as pictured herewith in the closet or room, then turn on the current. Electrolux insector is so constructed that the air passing through, coming in contact with Electrolux crystals, will quickly form a heavy chemical gas for demothing purposes.



Demothing

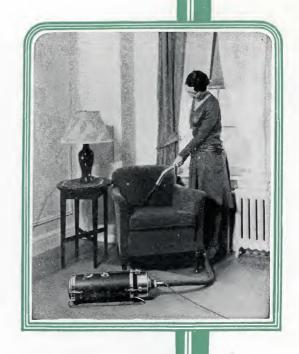
Demothing Upholstered Furniture

f you have an insector, place crystals inside and attach hose to the end of insector. If not, place crystals in the cylinder of Electrolux, in a clean dust trap, loose, or in a small cheesecloth bag. Attach hose to exhaust end of machine. At the natural hand grip end of hose, attach the tool pictured herewith and insert tool in upholstered chair controlling the demothing chemical gas to parts of chair or furniture you desire to demoth. Allow gas to thoroughly saturate the cushions.

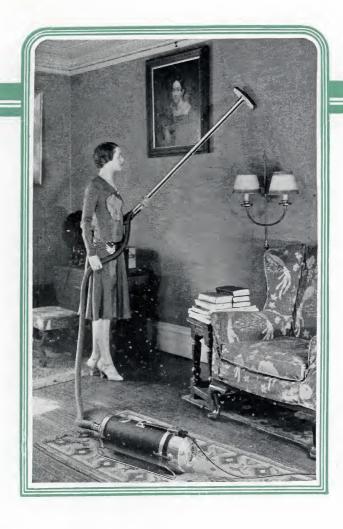


merely place the wand on the natural hand grip end of the hose, insert the wand under the rug and move from side to side permitting the chemical gas to reach various parts of the rug. The crystals may be used either in the cylinder of the machine or in the insector, if you have one. To air the rug, merely operate without the crystals in the machine or insector.



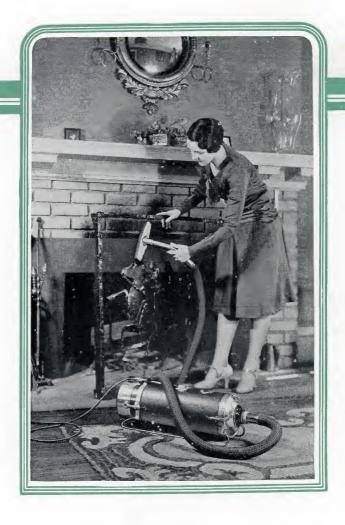






Cleaning Walls

Attach your large brush to the end of the wand firmly and operate the brush as pictured herewith or as desired. You will be able to thoroughly and efficiently clean your walls without the use of step ladders, chairs, etc., with absolute safety. Electrolux the great machine, is undoubtedly the best machine.



Cleaning Screens, Etc.

Place large brush on natural hand grip end of hose and operate the brush as pictured above or as desired. The bristles of this brush are very firm and you will note that it does a thorough job of cleaning screens, rough surfaces, etc. Electrolux is, without doubt, the most complete cleaning system available.



The Electrolux Filter

he filter pictured herewith is of double thickness with an air space between the front and rear sections, and is used to insure absolute clean air only to return to the room. This filter has a life of six months. We suggest that you replace it at the end of each six-month period.



Removing or Changing the Filter

nclasp the exhaust end of the machine, and take hold of the special filter pad grip and pull the pad out entirely. Burn the old pad, insert fresh one in its place. This filter pad is valuable protection to you. It is strictly an Electrolux feature.

Removing Dust Trap

Place machine vertically as pictured herewith, unclasp in-take end, remove trap as pictured. The Electrolux dust trap is removed quickly and easily without coming in contact with any dust or dirt.



To Empty the Dust Trap

mpty the dust trap on a piece of paper as pictured herewith, take hold of the special dust trap grip, and shake thoroughly, allow the dust and dirt to settle before removing the trap off the paper. When the trap is empty, return to cylinder of machine. Burn the dust and dirt.





Attaching Electrolux Sprayer

Place hose on exhaust end of machine and insert sprayer on the natural hand grip end of the hose. The sprayer is special equipment and for which there is a slight extra charge. You may purchase a sprayer from any Electrolux bonded representative or by telephoning the local Electrolux office.



Electrolux Spraying

Decause of the unusual volume of air displacement that Electrolux has, it is possible to spray very efficiently and quickly. You are able to spray insecticides, ducos, lacquers, etc. There is an adjustable thumb screw on the sprayer with which you can control the thickness of your spray. To spray, merely press the thumb screw down.



Drying Your Hair with Electrolux

Place Electrolux on a convenient table or stand and point exhaust end towards your hair. Start the machine and allow the machine to run for a few minutes until the air gets warm, then allow the Electrolux air to circulate through your hair and over the scalp. The air coming from your Electrolux is absolutely dustproof. Electrolux is an ideal unit and you will enjoy drying your hair the Electrolux method.

THANK You!

Your purchase of an Electrolux unit we believe will prove to be your best investment. It will serve you faithfully for many years. The equipment is guaranteed for a period of one year against faulty workmanship or material.

Electrolux has received more than one hundred highest awards for hygienic and technical perfection. It is used throughout the world for every cleaning purpose.



